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OFFICE OF THE CHIEF OF NAVAL OPERATIONS
WASHINGTON, DC 20350-2000

IN REPLY REFER TO
OPNAVINST 5305.6
OP-09C
09 November 1990

OPNAV INSTRUCTION 5305.6

From: Chief of Naval Operations

Subj: REAR ADMIRAL ROBERT A. RAVITZ AWARDS FOR PUBLIC AFFAIRS
EXCELLENCE IN THE UNITED STATES NAVAL RESERVE

Encl: (1) Rear Admiral Robert A. Ravitz Awards Program
(2) Rear Admiral Robert A. Ravitz Awards Entry Format
(3) Suggestions for a Successful Entry
(4) Judge's Score Sheet

1. Purpose. To describe the Rear Admiral Robert A. Ravitz Award Program and establish participation guidelines.

2. Background. Rear Admiral Robert A. Ravitz, U.S. Naval Reserve, served as Director, Naval Reserve Public Affairs Program and Special Assistant to the Chief of Information from 1 May 1986 to 31 December 1989. His mobilization billet was that of Deputy Chief of Information. Upon retirement, an award was established in his name to recognize Naval Reserve Public Affairs excellence. The award bearing his name promotes professional expertise, exceptional awareness of Navy organization, and continued cooperation between the active duty and reserve forces, as personally exemplified by RADM Ravitz during his naval career.

3. Scope. All Naval Reserve units with primary or collateral duty public affairs personnel assigned are eligible.

4. Responsibility

a. The Assistant Chief of Information for Internal Relations will serve as program director, establishing judging panels and monitoring the program.

b. The Chief of Information will convene a selection panel which will utilize criteria set forth in paragraph 4, enclosure (1).

5. Action. Addressees are requested to disseminate this information, as appropriate. Entry guidelines and deadlines are outlined in enclosures (1) through (4). Entries will be judged in April of each year and winners will be announced in June.



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6. Reports. The reporting requirement contained in this instruction is exempt from reports control by SECNAVINST 5214.2B.



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REAR ADMIRAL ROBERT A. RAVITZ AWARDS PROGRAM

1. Program Objectives. The RADM Ravitz Awards Program is designed to:

a. Recognize professional achievements of Naval Reserve public affairs programs and personnel.

b. Encourage Naval Reserve Force units to maintain an active public affairs program designed to inform the public of current U. S. Navy activities, promote community relations, and foster continued mutual support in total force public affairs.

2. Eligibility. Naval Reserve units with primary or collateral duty public affairs representatives are eligible to submit entries. Programs must be designed and implemented by the submitting command.

3. Entry Guidelines

a. Categories. Entries may be submitted in any of the following activities:

(1) Community Relations. Long-term program aimed at achieving cooperation and improving relations with surrounding communities, organizations, and/or publics exhibiting interest in the Naval Service. The actual conduct of a sound, goal-oriented community relations program will vary considerably from one unit to the next for many reasons, such as mission and allowable degree of public access, local public attitude toward the military, events that provide opportunity for direct interface with the public and local issues which divide or unite the military and the community.

(2) Public Information/Media Relations. The collection, analysis and dissemination of unclassified, official and otherwise releasable information to the public or the news media. Additionally, it could be the unit's response to a disaster, contingency, or emergency situation. Public information also involves feedback, such as the monitoring and analysis of media coverage of Navy and defense matters.

(3) Internal Communications. Internal communications concerns specific long-term programs designed to improve efficiency, education and morale through implementation of effective internal communication tools or methods. It is the means by which an organization establishes, maintains and employs two-way channels of communication to link Navy leadership and the

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people of the organization. Internal information refers not only to the formulation of messages or themes for the unit but also the means by which such messages are communicated.

b. Entry

(1) A reserve unit may submit only one entry per category. An entry may be submitted to one category only. Select the best category for your entry. Judges, at their discretion, may move an entry into another category. All entries should be submitted under a single cover letter signed by the commanding officer or officer in charge of the unit.

(2) The entry submitted for the RADM Ravitz Awards program cannot be entered in the RADM Thompson Awards program.

(3) Each entry must use the format provided in enclosure (2), and include, as appropriate, a sample of a published print, audio or video product, schedule of special events, or other material from the program. Where more than one medium was employed, submit a representative sample of the primary or most effective medium only and summarize any other media coverage.

(4) The actual entry should not exceed three pages on 8 1/2 x 11 inch size paper and entries must be typewritten. Limit each entry with supporting data to one hard-cover binder, not to exceed three inches thick.

(5) Audiovisual products submitted as entries must be accompanied by a written entry form as outlined in enclosure (2). Supporting data should be submitted within the guidelines above and the three-page written portion of the entry should be able to stand on its own.

c. Deadlines. Although planning for a program may have been initiated prior to 1 January, it must have been implemented between 1 January and 31 December of the competition year. Entries and supporting data must be received at Navy Internal Relations Activity (NIRA) no later than the second Monday of March of the judging year. Entries should be prominently labeled, "RADM Ravitz Awards," and mailed to:

Commanding Officer
Navy Internal Relations Activity
Suite 230
601 North Fairfax Street
Alexandria, VA 22324-2007

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4. Judging. Entries will be judged under the following criteria:

a. Type of Unit/Size of Public Affairs Personnel Assigned. Judges will consider the type of unit submitting the entry as well as the number of public affairs personnel assigned to that unit. A list of unit members and their designator/rate must accompany each submission.

b. Project. Judges will determine whether the project is clearly and concisely defined. The unit's goal and how the plan attempted to promote the Naval Reserve and/or mutual support to the target audience(s) must be specifically spelled out. Judges will look at the entry in terms of how it will result in maximum benefit to Naval Reserve interests and if the project represents a continued cooperative relationship between the active and reserve components.

c. Planning. Judges will examine objectives and the originality and judgment utilized in selecting strategies and applying public affairs techniques. Judges will consider the steps leading up to the event as important as the event itself.

d. Execution. Judges will measure the quality of materials prepared, activities described, writing and/or publications produced, audio or video productions, or other tools and techniques against accepted standards of professionalism. Judges will focus equally on the campaign and the results. They will consider whether the employment of materials and activities were used effectively in relation to the audience(s), and whether the stated problem was comprehensively addressed by the program.

e. Evaluation. Judges will examine the command's appraisal of how well the objectives were met, means used in arriving at the conclusion (feedback, questionnaires, witnessed and/or perceived changes), and estimation of need or desirability in continuing or repeating such a program, etc.

5. Awards. The winner in each category will receive a Letter of Commendation. The winning entries of all three categories will be considered for the "Best of RADM Ravitz" Award. The winning best entry will represent the finest example of Naval Reserve public affairs programming in the competition year. The winning unit's name will be engraved on the RADM Ravitz Award trophy which will remain in the Office of Information.

REAR ADMIRAL RAVITZ AWARDS
ENTRY FORMAT

1. Unit
2. Name and address of Readiness Command, Readiness Center or Reserve Center, Naval Air Station/Naval Reserve Centers
3. Category. Name one category only.
4. Primary or collateral duty-public affairs officer. Individual responsible for designing and executing the program. Attach an enclosure which lists all unit members and their designator/rate.
5. Background. Brief statement identifying and analyzing factors which led to the project being implemented.
6. Planning
 - a. Objectives -- Objectives to be achieved in meeting the problem or issue. Objectives should be measurable.
 - b. Strategies -- Clear description of how the program's design completed the objectives.
 - c. Audiences -- Indicate specific audiences to be targeted and by what means if appropriate.
 - d. Media -- Describe media used, both in order of priority and their planned effectiveness.
 - e. Events -- Describe any organized events conducted in order of priority.
7. Execution. Describe how the plan was implemented, materials used and any in-progress adjustments. How was the chain of command kept informed? What difficulties were encountered and what adjustments were made?
8. Evaluation. What means were used to evaluate the effectiveness of the program? How well were the objectives achieved? Results should be measurable. How well did this program or objective promote the Naval Reserve and support the active duty Navy? Be specific in evaluating the results.

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SUGGESTIONS FOR A SUCCESSFUL AWARD ENTRY

1. Proper entry format is essential. If guidelines are not met, the entry will be disqualified. The entry must be typed and may not exceed three typewritten pages. Entries must be submitted in a hardcover binder, not to exceed three inches thick.
2. The deadline for entries to be received at NIRA is the second Monday of March.
3. Representative materials can include photographs, graphics, letters, scripts, news clippings, news releases, questions and answers, or other material as long as it fits in the binder.
4. Examples of audiovisual coverage may be submitted on a single audio or video cassette (1/2 inch Beta format) of not more than five minutes duration. All audio submissions must be on standard audio cassette. The five minute limit does not apply if the audiovisual material was created by the command to be an element of the plan, such as a radio or TV program. A copy of the written entry submission must accompany all audiovisual material to ensure tapes do not get separated from entry applications.
5. All audiovisual material must be clearly labeled with the following information:
 - *Name of Unit
 - *Category
 - *Length
 - *Synopsis of material
6. Send only materials that can be included in a three-inch binder and/or audio/video cassette. No other materials will be considered by the judges. Leave the binder free of drawings or other art work. The label in the binder must contain the unit's name and title of program.
7. Applications should be focused, clearly evaluate the results of the plan, and have a clean appearance with a precise, direct writing style.
8. The entry (three typewritten pages) should be able to stand on its own, but documentation to support the entry should be included. A video is best if it is of a newscast which reports the unit's efforts supporting the objective. Print documentation should demonstrate how the plan was put into practice. Be sure to include news releases, questions and answers, and if applicable, public affairs plan.

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9. Keep a copy of the entire entry. No entries will be returned to the submitting units. Winning entries will be sent to the Defense Information School, Fort Benjamin Harrison, Indiana, for use as teaching aids and case studies to train public affairs personnel.

Enclosure (3)

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JUDGE'S SCORE SHEET FOR REAR ADMIRAL RAVITZ AWARDS
FOR EXCELLENCE IN PUBLIC AFFAIRS

Category: _____
Unit: _____
Type of Unit: _____
Description of
Program: _____

Supporting Information Enclosed:

News releases: _____
Newspaper clippings: _____
Correspondence: _____
Videotapes: _____
Cassette tapes: _____
Questions and answers: _____
Public affairs plan: _____

Score each category from one to ten, using the following guide:
1-2, poor; 3-4, fair; 5-6, good; 7-8, excellent; 9-10,
outstanding.

1. Project/Background. Is the project or purpose clearly stated? How much fact-finding was conducted? Did the fact finding clearly lay the groundwork and demonstrate the need for the public affairs plan? How comprehensive was the information presented?

2. Planning

a. Objectives. Are the objectives clearly defined? Measurable? Realistic? Obtainable? Did the unit plan on specific accomplishments?

b. Strategies. Are strategies designed to accomplish objectives? Did unit effectively plan how to achieve objectives with its strategies?

c. Audience. Was a specific audience appropriately targeted to meet objectives?

d. Media. Did planning include selecting the appropriate media? Were the media listed in order of priority to obtain best results? Were internal media used (base newspaper, bulletin boards, plan of the day, etc)? Were external media contacted?

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e. Events. Were targeted events organized in order of priority? Were they planned effectively to meet objectives?

3. Execution

a. How well does the quality of material prepared, activities described, writing and/or publications produced, audio or video productions developed, or other tools and techniques meet accepted standards of professionalism?

b. Where appropriate, was a proper media mix used to achieve maximum results? Check media used:

Navy internal print media	_____
Local commercial print media	_____
Navy internal video media	_____
Local commercial cable/TV	_____

c. Were appropriate levels of the chain of command advised, kept informed, or actually involved?

d. Were the materials and activities effectively designed for the target audience?

e. If difficulties were encountered, how effectively were objectives redefined or strategies altered to achieve results?

4. Evaluation

a. How well does the finished product or results meet the original objectives?

b. Was a proper and honest evaluation effort attempted? Use of feedback, questionnaires, witnessed and/or perceived changes of results.

c. Was the evaluation process comprehensive and thorough? If all objectives were not achieved, was an explanation given?

d. Considering limitations of manpower and resources, was the presentation package for the RADM Ravitz Award competition reflective of good planning, solid execution and careful evaluation?

TOTAL POINTS: _____

AVERAGE SCORE: _____
(Carry to 3rd decimal;
e.g., 9.123)

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5. Comments: _____

Judge's Signature